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ABSTRACT

This report presents and analyzes data on the demographics of the Foothill-De Anza Community College District (FDCCD) and suggests four alternatives for meeting existing community needs. After a summary of findings and recommendations, data tables and accompanying text focus on: (1) population projections by age; (2) household size trends and projections; (3) enrollment projections for elementary and secondary schools; (4) residential land available and absorbed; (5) median house costs; (6) median household incomes; (7) age distribution of students enrolled in FDCCD general education courses; (8) district enrollment projections by age; and (9) yield rates, i.e., the percent of students enrolled in relation to the service area population. The paper then presents the four alternatives for meeting the community's needs: to repackage existing programs in formats more acceptable to older students; to develop programs that deal with self-growth and lifestyles; to develop programs to meet the job training needs of students and industry; and to develop programs to meet the general training needs of local industry. Additional tables and text provide information relevant to these alternatives, including data on university extension courses, existing lifestyles and management improvement courses, private schools offering occupational education, industry growth and employment rates, and demand occupations. (KL)

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DEMOGRAPHIC AND MARKET ALTERNATIVES ANALYSIS FOR

FOOTHILL-DE ANZA COMMUNITY COLLEGE DISTRICT

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BACKGROUND

PREFACE

THIS REPORT HAS BEEN DEVELOPED FROM MANY SOURCES OF INFORMATION AND DATA. IN EACH CASE WE HAVE TRIED TO DOCUMENT THE SOURCE OF OUR INFORMATION. FOR THE MOST PART, THE INFORMATION IS BASED UPON SOME RATHER LINEAR PROJECTIONS, WHICH IN DEMOGRAPHICS DOES NOT TAKE INTO CONSIDERATION VARIATIONS IN ECONOMIC CHANGE OR SOCIAL CHANGE. THEREFORE, WHILE THE INFORMATION IS ACCURATE FOR CURRENT TRENDS AND FOR THE NEXT FEW YEARS, ONLY CERTAIN PORTIONS OF THE DATA IN THIS REPORT WILL BE VALID UNTIL 1990 (ESPECIALLY SUBJECT TO CHANGE IS THE LABOR MARKET DATA).

TO HAVE A CONCISE REPORT, A LOT OF THE BACKGROUND INFORMATION HAS NOT BEEN PROVIDED. THIS REPORT IS INTENDED TO BE A WORKING DOCUMENT TO PROVIDE DECISION MAKERS WITH SUFFICIENT INFORMATION TO FEEL COMFORTABLE ABOUT MAKING THE DIFFICULT DIRECTIONAL DECISIONS THAT ARE INEVITABLY AHEAD.

SUMMARY OF ANALYSIS

ESSENTIAL FACTS

1. THE TOTAL POPULATION OF THE DISTRICT WILL BE SMALLER IN 1990 THAN IT IS NOW.
2. THE MAIN POPULATION DECLINE WILL BE IN AGES 0-24 YEARS, WHILE AN INCREASE IN AGES 25-34 AND 70+ WILL OCCUR OVER THE NEXT DECADE.
3. HIGH SCHOOL ENROLLMENT WILL DECREASE OVER THE NEXT DECADE IN THE DISTRICT'S SERVICE AREA.
4. THE LANDSPACE AVAILABLE FOR RESIDENTIAL CONSTRUCTION IN THE NORTHWESTERN CITIES OF SANTA CLARA COUNTY IS LESS THAN ONE PERCENT.
5. THE COST OF AN AVERAGE HOUSE IN THE SERVICE AREA OF THE DISTRICT IS 4 TO 5 TIMES THE AVERAGE HOUSEHOLD INCOME OF THE COUNTRY.
6. HOMES ARE TURNING OVER LESS FREQUENTLY THAN THEY HAVE TRADITIONALLY, AND THERE MAY BE A TREND TOWARD TWO OR MORE FAMILIES PER RESIDENCE.
7. THERE ISN'T A DIRECT REPLACEMENT POPULATION FOR THE DECLINE OF THE HIGH SCHOOL STUDENT ENTERING COLLEGES IF NO CHANGE IN PROGRAMS OR OFFERINGS ARE MADE BY THE COLLEGES.
   A. OLDER ADULTS TEND NOT TO TAKE COURSES YOUNGER ADULTS TAKE, WITH "GENERAL EDUCATION" COURSES HAVING APPROXIMATELY 15% ENROLLMENT BY OLDER ADULTS.
   B. THE AVERAGE UNIT LOAD OF YOUNGER STUDENTS IS FROM THREE TO FOUR TIMES THAT OF AN OLDER ADULT IN A GIVEN QUARTER.
   C. THE NUMBER OF STUDENTS DRAWN FROM THE RESIDENT POPULATION OF THE DISTRICT'S SERVICE AREA REPRESENTS A "YIELD". THE PERCENT OF YIELD FOR YOUNGER ADULTS IS MUCH GREATER THAN FOR OLDER ADULTS.
8. THERE WILL BE COMPETITION FOR "FOUR-YEAR COLLEGE BOUND" STUDENTS BY STATE AND PRIVATE INSTITUTIONS. THERE WILL ALSO BE COMPETITION FOR NON-FOUR-YEAR BOUND STUDENTS BY PRIVATE INSTITUTIONS.

FROM THE ABOVE DATA IT IS CLEAR THAT THE COLLEGES ARE FACING DIFFERENT COMMUNITY NEEDS AND STATE-WIDE NEEDS THAN WHEN THE COLLEGES WERE FOUNDED. IDENTIFIED BELOW ARE FOUR ALTERNATIVES THAT CAN BE USED TO MEET EXISTING COMMUNITY NEEDS:

1. REPACKAGE EXISTING PROGRAMS INTO SHORTER DURATION AND GREATER INTENSITY OF EACH SESSION WHICH SEEMS TO ADDRESS OLDER ADULTS MORE SATISFACTORILY THAN TRADITIONAL INSTRUCTIONAL FORMATS.
2. DEVELOPING COURSES/WORKSHOPS/ETC. THAT DEAL WITH SELF-GROWTH AND A MORE SATISFACTORY LIFESTYLE MEETS A COMMUNITY NEED THAT IS CURRENTLY MET BY PRIVATE INSTITUTIONS.
3. DEVELOP PROGRAMS/COURSES DESIGNED SPECIFICALLY TO MEET NEEDS OF OUR CITIZENS TO BECOME EMPLOYED AND THE NEEDS OF OUR INDUSTRIES.
4. DEVELOP PROGRAMS/COURSES/WORKSHOPS TO MEET THE GENERAL (NOT SPECIFIC) TRAINING NEEDS OF THE INDUSTRIES OF THE DISTRICT SERVICE AREA.

IN SHORT, WE ARE SUGGESTING WITH THE ABOVE FOUR ALTERNATIVES, THAT THERE ARE MORE NEEDS FOR US TO MEET THAN WE CAN MEET, AND THAT WE NEED TO DIVERSIFY OUR "PORTFOLIO" OF OFFERING TO MEET THESE NEEDS. IF,AFTER READING THIS REPORT OR SUMMARY, YOU HAVE CONCLUDED THAT WE ARE SUGGESTING THAT FOOTHILL-DE ANZA COLLEGE SHOULD BECOME A TECHNICAL-VOCATIONAL TRADE SCHOOL, YOU'VE MISSED THE MESSAGE! WE ARE SUGGESTING GREATER <u>DIVERSITY</u> OF OFFERINGS, SOME OF WHICH ARE INDEED TECHNICAL-VOCATIONAL, BUT THAT IS ONLY IN RESPONSE TO THE TECHNICAL BUSINESS OF OUR COMMUNITY.

CENSUS TRACT ESTIMATE/PROJECTION FOR YEARS 1975,1980,1985 AND 1990, BASED ON SANTA CLARA PLANNING DEPARTMENT DATA FOR THE SERVICE AREAS OF FOOTHILL AND DE ANZA COLLEGES

DE ANZA

Age Ranges	1975	1980	1985	1990
0-4	10158	9072	10289	9081
5-9	14019	9758	9049	9467
10-14	18215	13196	9558	8167
15-19	17374	16084	12114	8098
20-24	13574	16991	16445	11397
25-29	14026	14474	18830	16606
30-34	14327	14290	15351	18031
35-39	12811	13565	14079	13905
40-44	12486	12520	13892	13249
45-49	10905	10789	11273	11463
50-54	11046	9849	10206	9765
55-59	7490	8942	8355	7895
60-64	4846	6190	7737	6610
65-69	3329	4032	5354	6180
70+	5102	5902	7388	8944
TOTAL	169608	165654	169920	159667
FOOTHILL				
0-4	7543	6919	6823	6117
5-9	9454	7123	6679	6570
10-14	11357	8600	6733	6317
15-19	12403	9748	7618	5973
20-24	18603	11643	9572	7470
25-29	16336	19912	12382	10137
30-34	12779	16477	20594	12592
35-39	9112	11834	15630	19865
40-44	8983	8588	11582	15353
45-49	8701	7418	7434	10036
50-54	10336	7503	6712	6736
55-59	7754	8016	6090	5457
60-64	5957	6136	6662	5066
65-69	4412	4854	5142	5584
70+	8665	8892	9792	10550
TOTAL	152395	143663	139445	133643

Source: Santa Clara County Planning Department

SANTA CLARA COUNTY PLANNING DEPARTMENT HAS DEVELOPED METHODS FOR PROJECTING POPULATION COUNTS IN EACH CENSUS TRACT OF THE SANTA CLARA VALLEY. THIS PROJECTION USES SOME OF THE MOST SOPHISTICATED TECHNIQUES AVAILABLE. BUT THE READER IS CAUTIONED THAT IT IS A PROJECTION AND THAT RELIABILITY IS DIRECTLY RELATED TO WHETHER EVENTS ARE NOT TOO DEVIANT FROM WHAT HAS ALREADY TRANSPIRED. IN SHORT, A MAJOR RECESSION IS NOT INCLUDED INTO THE PROJECTION DATA, SHOULD THAT OCCUR, THE PROJECTION WOULD BE SOMEWHAT IN ERROR. THE DATA IS REASONABLY RELIABLE IF ONE ASSUMES THE WORLD WILL REMAIN NOT TOO UNLIKE WHEN THE PROJECTION WAS MADE.

IN GENERAL THERE SEEMS TO BE THREE TRENDS THAT NEED TO BE LOOKED AT, 1) LOOKING ACROSS THE DATA COLUMNS IT IS APPARENT THAT THE AGE RANGES FROM 5 TO 24 ARE DECREASING IN COUNT AS WE PROGRESS TOWARD 1990; 2) WE ARE GENERALLY INCREASING IN THE NUMBER OF ADULTS IN THE 60 TO 70+ RANGE, AND IN THE 25 TO 34 RANGE; AND 3) IN GENERAL THERE WILL BE FEWER PEOPLE TOTALLY IN EACH COLLEGE'S SERVICE AREA BY 1990.

USING A CONGLOMERATING TECHNIQUE, WE CAN ANALYZE THIS SHIFT MORE GENERALLY . . .

CENSUS TRACT ESTIMATE/PROJECTION FOR YEARS 1975, 1980, 1985 AND 1990, BASED ON SANTA CLARA PLANNING DEPARTMENT DATA FROM CENSUS TRACTS FOR THE SERVICE AREA OF FOOTHILL/DE ANZA COMMUNITY COLLEGE DISTRICT

	AGE RANGE	1975	1980	1985	1990
DE ANZA					
	0-24	73340	65101	57455	47019
	25-49	64555	65638	73425	73450
	50-69	26611	29013	31652	30450
	70+	5102	5902	7388	8944
		169408	165654	169920	159667
FOOTHILL	0-24	59360	44033	37425	32447
	25-49	55911	64239	67622	67803
	50-69	28459	26509	24606	22843
	70+	8655	8892	9792	10550
		152385	143663	139445	133643
DISTRICT					
	0-24	132700	109134	94880	79466
	25-49	120466	129867	141047	141057
	50-69	55070	55522	56258	53293
	70+	13757	14794	17115	19494
		321993	309317	309300	293310

SOURCE: SANTA CLARA COUNTY PLANNING DEPARTMENT

... AND RECOGNIZE THAT OVER THE FIFTEEN YEAR INTERVAL FROM 1975 TO 1990 THERE IS A PROJECTED 36% DECLINE IN THE 0-24 YEAR AGE RANGE FOR THE DE ANZA SERVICE AREA AND A 45% DECLINE IN THE SAME AGE RANGE FOR THE FOOTHILL SERVICE AREA. BOTH COLLEGES WILL GAIN POPULATION IN THE 25-49 YEAR AGE RANGE WITH DE ANZA GAINING 14% IN SERVICE AREA POPULATION AND FOOTHILL GAINING 21% IN THEIR SERVICE AREA POPULATION. USING THE SAME AGE RANGE DISTRIBUTION...

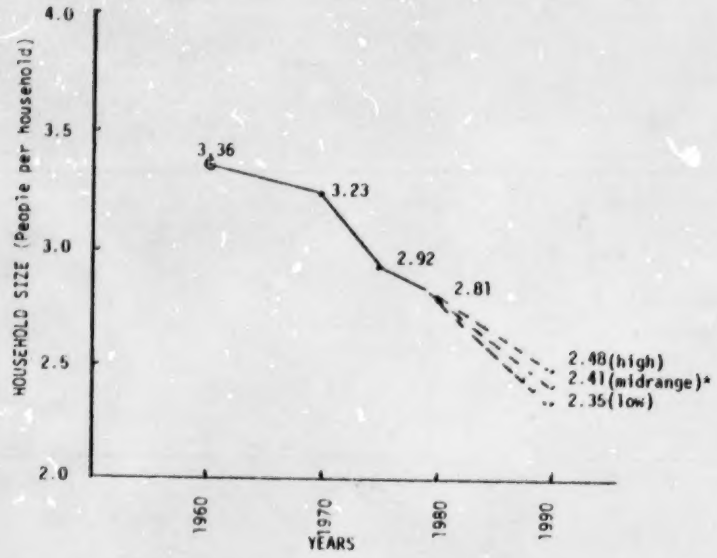
CENSUS TRACT ESTIMATE/PROJECTION FOR YEARS 1975, 1980, 1985 AND 1990 CONVERTED TO PERCENTAGES OF POPULATION IN THE FOUR AGE RANGES OF 0-24, 25-49, 50-69 AND 70+, THE POPULATIONS ARE LIMITED TO THE SERVICE AREA OF FOOTHILL/DE ANZA COMMUNITY COLLEGE DISTRICT.

AGE RANGE	1975	1980	1985	1990
DE ANZA				
0-24	43%	39%	34%	29%
25-49	38%	40%	43%	46%
50-69	16%	17%	19%	19%
70+	3%	4%	4%	6%
FOOTHILL				
0-24	40%	31%	27%	24%
25-49	37%	45%	48%	51%
50-69	18%	18%	18%	17%
70+	5%	6%	7%	8%
DISTRICT				
0-24	41%	35%	31%	27%
25-49	38%	42%	46%	48%
50-69	17%	18%	18%	18%
70+	4%	5%	5%	7%

SOURCE: SANTA CLARA COUNTY PLANNING DEPARTMENT

... AND CONVERTING THE ACTUAL NUMBERS TO PERCENTS, THE SHIFT IN POPULATION CAN BE OBSERVED MORE CLEARLY. IN BOTH COLLEGES THE DECLINE IS IN THE 0-24 YEAR AGE RANGE, WHILE THE GROWTH OR SHIFT WILL BE IN THE 25-49 YEAR AGE RANGE. THEIR WILL BE SOME GAIN IN THE 70+ AGE RANGE FOR BOTH COLLEGES AS WELL. IN BOTH FOOTHILL AND DE ANZA AN OVERALL SHORTFALL IN TOTAL SERVICE AREA POPULATIONS IS PROJECTED. DE ANZA'S SERVICE AREA WILL DECLINE BY 9745 PEOPLE, WHILE FOOTHILL'S SERVICE AREA WILL DECLINE BY 18742 PEOPLE. THE OVERALL DISTRICT DECLINE IN SERVICE AREA WILL BE 28487 PEOPLE. THIS DECLINE CAN BE MAINLY ATTRIBUTED TO...

HOUSEHOLD SIZE TRENDS AND PROJECTIONS FOR
SANTA CLARA COUNTY: 1960 TO 1990

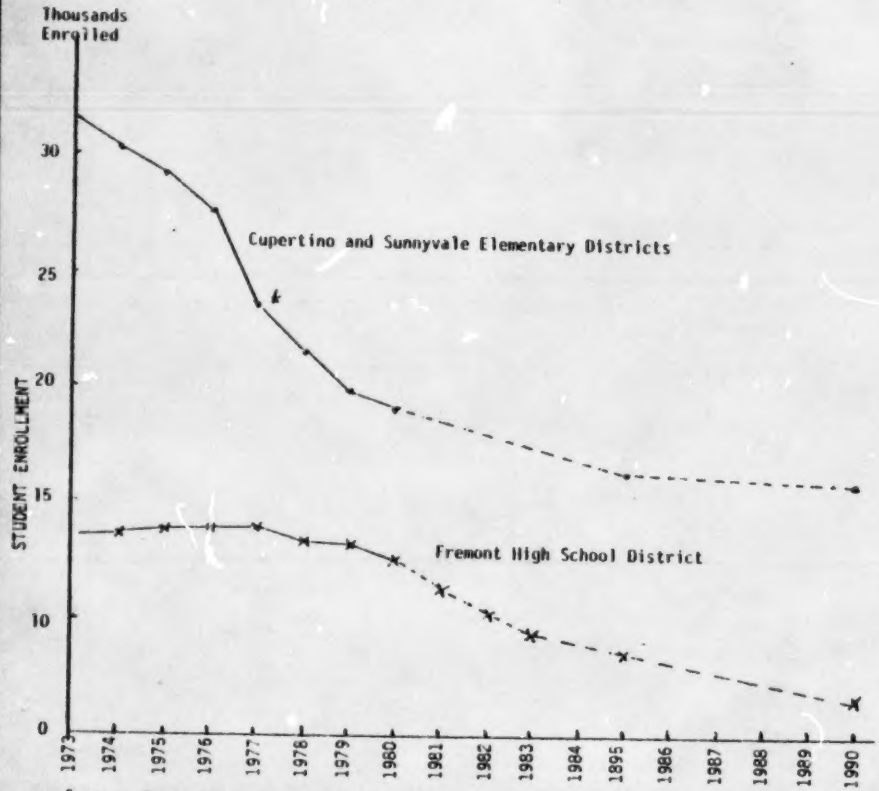


Source: Santa Clara County Planning Department.

* This projection assumes that no changes will be made in the policies of the cities regarding their land distribution; policy constrained.

. . . THE DECLINE IN THE NUMBER OF PERSONS THAT WILL BE LIVING IN EACH HOUSEHOLD BY THE YEAR 1990. THE CHART TO THE LEFT INDICATES A DECLINE FROM 1960 TO 1990 OF APPROXIMATELY ONE PERSON PER HOUSEHOLD. THIS RATHER SPECTACULAR DROP GENERALLY EXPLAINS THE REASON WHY FEWER PEOPLE WILL BE IN EACH SERVICE AREA, AS EACH HOUSEHOLD WILL HAVE FEWER OCCUPANTS, AND WITH FEWER NEW DWELLING UNITS BUILT . . .

POPULATION PROJECTION/ESTIMATE FOR ELEMENTARY AND SECONDARY SCHOOLS IN THE DE ANZA COMMUNITY COLLEGE SERVICE AREA FOR 1973 TO 1990

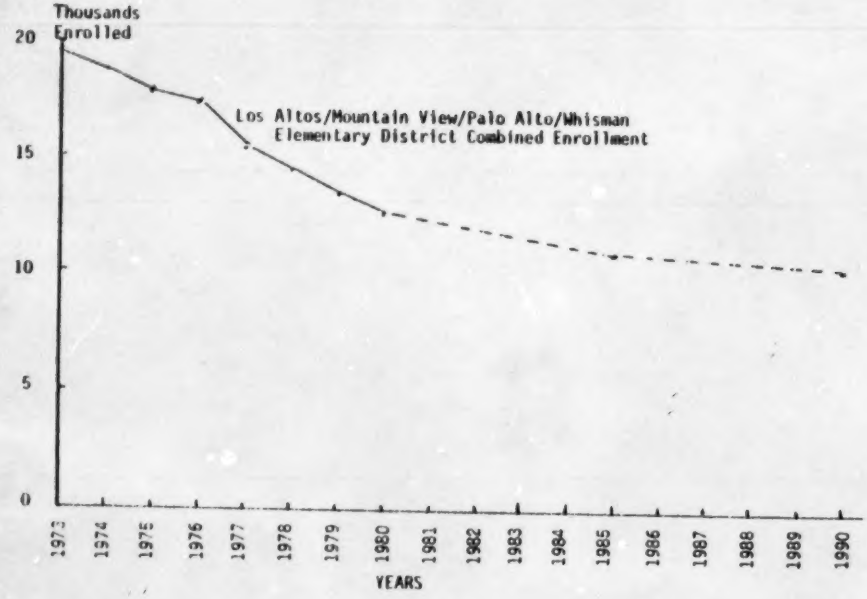


Source: Santa Clara County Planning Office, Fremont High School District's Projections and Population Projection/Estimate data from Santa Clara County.

* This sudden drop in enrollment is an accounting artifact. The State of California changed enrollment count from the Fall to the Spring.

THE DECLINE IN EACH SERVICE AREA IN THE AGE RANGE OF 0-24 IS ALSO REFLECTED IN THE SCHOOLS (K-12) HAVING EXPERIENCED LOWERED ENROLLMENT. THE CHART TO THE LEFT SHOWS A DECLINE IN THE ENROLLMENT FOR BOTH ELEMENTARY AND SECONDARY SCHOOLS IN THE DE ANZA SERVICE AREA. IF THIS PROJECTION HOLDS TRUE, THE SECONDARY ENROLLMENT WILL DECLINE BY APPROXIMATELY 48% IN THIS SEVENTEEN-YEAR PERIOD, WHILE THE ELEMENTARY DISTRICTS WILL DECLINE APPROXIMATELY 51%. THE ELEMENTARY DISTRICTS' ENROLLMENT DECLINE APPEARS TO "BOTTOM-OUT" BY 1985, WHICH PROBABLY MEANS THE SECONDARY DECLINE WOULD CONTINUE BEYOND 1990 BUT AT A LESSENED RATE OF DECLINE. THE BIRTHRATE DECLINE WILL ALSO AFFECT FOOTHILL COLLEGE . . .

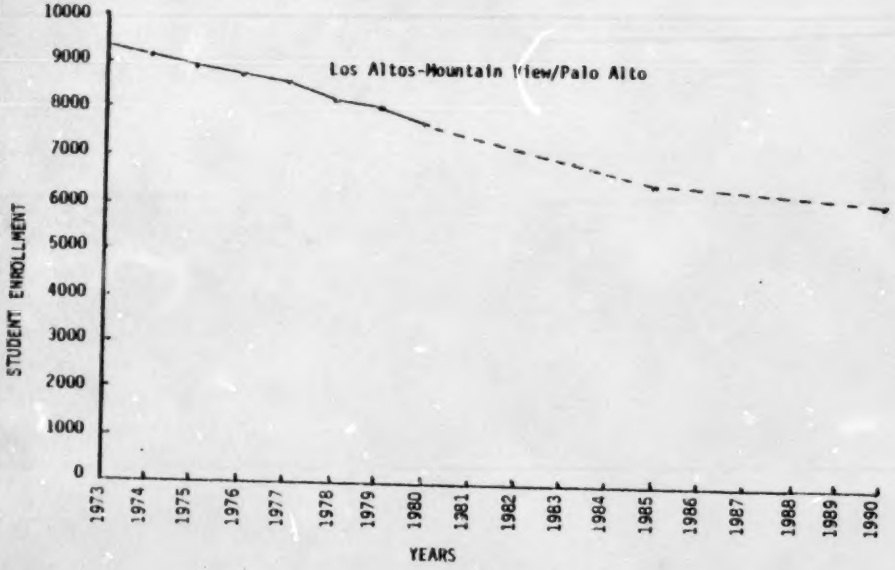
POPULATION PROJECTION/ESTIMATE FOR ELEMENTARY SCHOOL DISTRICTS (K-8) ENROLLMENT IN THE FOOTHILL COMMUNITY COLLEGE SERVICE AREA



Source: Santa Clara County Planning Department. Projection based on census tract estimates done by the County of Santa Clara.

. . . AS THE CHART TO THE LEFT INDICATES. THE COMBINED ELEMENTARY DISTRICTS ENROLLMENT IS PROJECTED TO DROP 53% FROM A HIGH OF 23671 STUDENTS TO 10522 STUDENTS BY 1990. THIS IS ALSO TRUE FOR THE SECONDARY LEVEL WHERE . . .

POPULATION PROJECTION/ESTIMATE FOR HIGH SCHOOL STUDENT ENROLLMENT FOR FOOTHILL COLLEGE SERVICE AREA FOR THE PERIOD 1973 THROUGH 1990



Source: Santa Clara County Planning Department.

. . . THE COMBINED MOUNTAIN VIEW/LOS ALTOS AND PALO ALTO UNIFIED DISTRICTS' SECONDARY ENROLLMENT WILL DECLINE ABOUT 34% BY 1990. THE DECLINE IS NOT AS DRAMATIC AS DE ANZA'S, BUT STILL IT IS A SUBSTANTIAL DECLINE. IT IS INTERESTING TO NOTE THE TIME DIFFERENCE IN WHEN THE DECLINE STARTED FOR THESE TWO SERVICE AREAS. THE SECONDARY ENROLLMENT BEGAN TO DECLINE BY 1974 AND HAS BEEN DROPPING CONTINUOUSLY, WHILE THE FIRST YEAR OF SUBSTANTIAL DECLINE FOR DE ANZA'S SERVICE AREA IS 1980-81. THIS DIFFERENCE IS PROBABLY DUE TO THE BUILDING OF HOUSING TRACTS, WITH FOOTHILL'S DEVELOPMENT COMING EARLIER THAN DE ANZA'S.

DE ANZA WILL FEEL THE FIRST DECLINE IN STUDENT ATTENDANCE DUE TO BIRTH RATE DECLINE IN THE . . .

PROJECTED STUDENT ENROLLMENT FOR FREMONT HIGH SCHOOL DISTRICT FOR GRADES NINE THROUGH TWELVE, BASED ON DATA FOR THE FIRST SCHOOL MONTH OF YEARS 1980-81 THROUGH 1982-83

School Year	Grade 9	Grade 10	Grade 11	Grade 12	Total
1979-80*	2886	3107	3351	3146	12490
1980-81	2576	2820	2880	3055	11331
1981-82	2460	2512	2627	2712	10311
1982-83	2326	2396	2337	2477	9536
Percent of Decrease Over The Above Years	19.5%	23%	30%	21%	24%

Source: Fremont High School District Projections

* Actual enrollment, September 1979.

. . . 1983-84 SCHOOL YEAR. FREMONT HIGH SCHOOL DISTRICT PROJECTED THEIR ENROLLMENT BY CLASSES OVER FOUR SCHOOL YEARS AND THIS DATA IS SHOWN IN THE TABLE TO THE LEFT. OVER THE FOUR YEARS A TOTAL DECLINE OF 24% WILL BE EXPERIENCED, OR A DROP OF NEARLY 1000 STUDENTS PER YEAR FOR THIS TIME PERIOD.

THERE IS AN ASSUMPTION THAT PEOPLE WILL MOVE INTO THE AREA AND THEIR CHILDREN WILL REPLACE THIS LOSS. LOGICALLY, IT COULD BE SAID THAT IF THEY WERE GOING TO MOVE IN, WHY HASN'T IT HAPPENED TO SAVE THE ELEMENTARY SCHOOLS? ONE REASON . . .

RESIDENTIAL LAND IN CITY URBAN SERVICE AREAS: POLICY CONSTRAINED PROJECTION

Area of Santa Clara County	1975 Available Land (Acres) For Dwellings	Land Absorbed 1975 to 1990 For Family Dwellings	1990 Available Land (Acres) For Family Dwellings
Northwestern Cities:			
Palo Alto	270	270	0
Mountain View	140	140	0
Sunnyvale	260	260	0
Santa Clara	310	310	0
SUB AREA TOTAL	980	980	0
Central & East Valley Cities:			
Milpitas	2,270	2,270	0
San Jose	11,830	11,830	0
Campbell	110	110	0
SUB AREA TOTAL	14,210	14,210	0
Western Foothills Cities:			
Cupertino	780	780	0
Los Altos	160	160	0
Los Altos Hills	1,520	1,520	0
Los Gatos	1,660	1,660	0
Monte Sereno	140	140	0
Saratoga	2,350	2,350	0
SUB AREA TOTAL	6,610	6,610	0
South Valley Cities:			
Morgan Hill	3,200	1,320	1,880*
Gilroy	870	870	0
SUB AREA TOTAL	4,070	2,190	1,880*
TOTAL FOR ALL CITIES	25,870	23,990	1,880*

Footnote: * Land which would have to be held out of development in order to implement Morgan Hill's Measure E growth control limit.

Source: Santa Clara County Planning Department

. . . IS THE LACK OF AVAILABLE LAND SPACE. THE TABLE TO THE LEFT SHOWS NO LAND AVAILABLE IN SANTA CLARA COUNTY EXCEPT IN SOUTH COUNTY. THE NORTHWESTERN CITIES AND CUPERTINO IN THE WESTERN FOOTHILL CITIES HAVE A COMBINED TOTAL OF LAND SPACE AVAILABLE FOR RESIDENTIAL BUILDING OF LESS THAN 2000 ACRES IN 1975. THESE CITIES HAVE USED MUCH OF THIS RESIDENTIAL LAND ALREADY FOR DWELLING UNITS AND ARE FOR THE MOST PART "BUILT OUT." IN SHORT, THERE ISN'T MUCH LAND FOR ANY LARGE SCALE DEVELOPMENT. SOME VISIONARIES FORESEE MASSIVE RENEWAL WHICH WOULD RESULT IN HIGH RISES, BUT THIS IS REALLY CONSTRAINED BY WATER SUPPLY, SEWAGE DISPOSAL, ENVIRONMENTAL IMPACT, CURRENT LAND USE POLICY OF THE CITIES, TRANSPORTATION AND FINALLY, FINANCING SUCH RADICAL CHANGE.

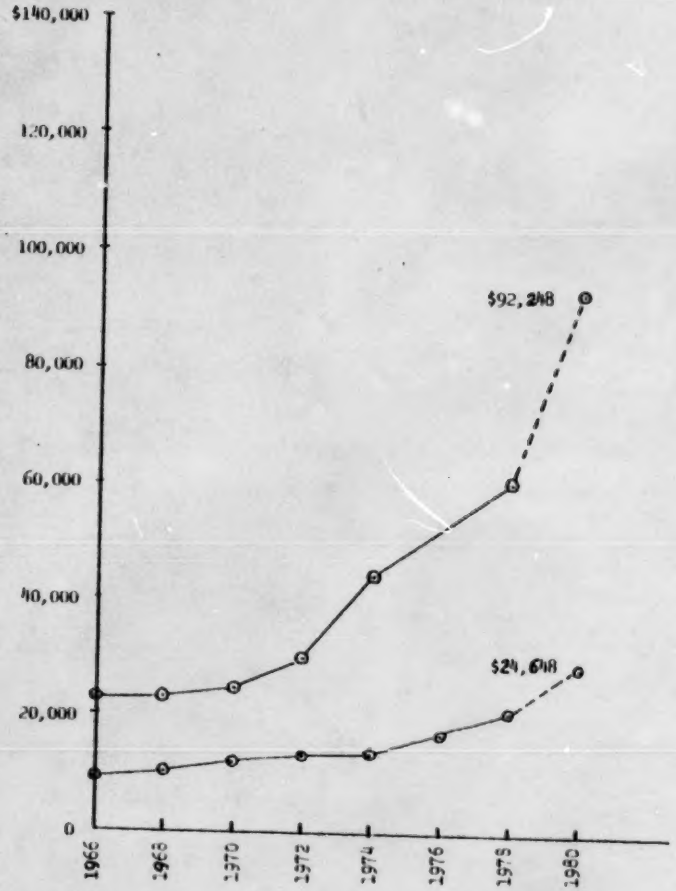
ANOTHER CONSTRAINT TO PEOPLE MOVING INTO THE AREA IS . . .

MEDIAN HOUSE COSTS FOR CITIES IN THE SERVICE AREA OF FOOTHILL-DE ANZA DISTRICT AS OF THE FIRST QUARTER OF 1980

SOURCE: REALTY REGISTER

. . . THE COST OF A HOUSE. THE MAP ON THE LEFT SHOWS THE MEDIAN COST OF HOMES AS OF THE FIRST QUARTER OF 1980. FOR PURPOSES OF THIS REPORT THE LOS ALTOS HILLS HOUSE COST HAS BEEN DELETED, AS IT IS CONSIDERABLY HIGHER IN VALUE THAN SURROUNDING CITIES AND REPRESENTS FEWER RESIDENCES THAN THE OTHER CITIES. THE HOUSES IN THE FOOTHILL SERVICE AREA AVERAGE $144,306, WHILE HOMES IN THE DE ANZA AREA AVERAGE $128,993. THE DISTRICT AVERAGES $138,181. THE MAIN POINT BEING THAT HOMES ARE EXPENSIVE IN RELATION TO . . .

MEDIAN HOUSEHOLD INCOME AND MEDIAN PRICE OF NEW HOMES OCCUPIED IN SANTA CLARA COUNTY, WITH ESTIMATED PROJECTIONS FOR 1980



SOURCE: SANTA CLARA COUNTY PLANNING PROJECTIONS/ESTIMATES BASED ON 1979 HOME COST DATA, WITH PROJECTION DATA TAKEN FROM THE REALTY REGISTER

. . . THE MEDIAN FAMILY INCOME. THE CHART TO THE LEFT SHOWS THE RELATIONSHIP OF FAMILY INCOME TO THE COST OF A HOUSE. THE CHART TO THE LEFT SHOWS THAT THE MEDIAN FAMILY INCOME IN SANTA CLARA COUNTY CAN'T AFFORD TO PURCHASE THE MEDIAN COST HOUSE, OR THE RATIO OF THESE TWO IS CURRENTLY ABOUT 3.75 TO 1 . THIS RATIO IS BEYOND MOST LENDING AGENCIES' "RISK"FORMULAS. NEEDLESS TO SAY, THE MEDIAN FAMILY INCOME WOULD FIND IT QUITE IMPOSSIBLE TO PURCHASE A HOME IN SUNNYVALE/CUPERTINO OR MOUNTAIN VIEW/LOS ALTOS/PALO ALTO AREAS AS THE RATIO EXCEEDS 5 TO 1!

IT IS APPARENT THAT UNLESS SOME RADICAL DEPARTURE FROM CURRENT DWELLING DEVELOPMENT PRACTICES IS THRUST UPON THE SCENE, NO LARGE INFLUX OF PEOPLE TO THE NORTH COUNTY IS GOING TO OCCUR.

THE NEXT ISSUE IS - DON'T WORRY ABOUT THE LOSS OF HIGH SCHOOL STUDENT, THERE ARE PLENTY OF ADULTS! IT'S TRUE WE WILL HAVE MORE ADULTS OVER 30, HOWEVER . . .

DISTRIBUTION BY PERCENTAGE OF STUDENT ENROLLED IN GENERAL EDUCATION COURSES AT DE ANZA COLLEGE FOR THE FALL QUARTER OF 1978

Subject Area	Students Under 30 Years of Age by Percent of Attendance	Students 30 Years of Age and Older by Percent of Attendance
Biological Sciences	91	9
Fine Arts	83	17
Language Arts	65	35
Physical Sciences	91	9
Social Sciences	87	13
Total*	85	15

Source: Foothill-De Anza Data Services

* This total was developed from a larger breakdown of the subject areas represented above, that is, the total was developed from the courses the subject areas above represent.

. . . HISTORICALLY ADULTS (OVER AGE 30) USUALLY DO NOT TAKE THE SAME COURSES AS STUDENTS (AGE 29 AND UNDER) TAKE. THE TABLE TO THE LEFT SHOWS THE PERCENT OF STUDENT BY TWO AGE LEVELS WHO WERE IN ATTENDANCE IN GENERAL EDUCATION COURSES IN THE FALL OF 1978. THIS TABLE SHOWS JUST THE SUBJECT AREAS AND NOT THE ACTUAL COURSE NAMES FOR THE GENERAL EDUCATION PROGRAM. THE "BOTTOM-LINE" IS THAT ONLY 15% OF THE OLDER ADULTS ATTEND GENERAL EDUCATION COURSES, WHILE 85% OF THE STUDENTS IN THESE COURSES ARE 29 YEARS OF AGE OR YOUNGER. THIS TOTAL REPRESENTS BOTH DAY AND EVENING CLASSES. CLEARLY, THE GENERAL EDUCATION IS GOING TO BE IMPACTED BY THE DECLINE IN YOUNG (18-29 YEAR-OLD) STUDENTS, AND SINCE OLDER ADULTS DO NOT GENERALLY ATTEND THESE CLASSES, THEY CANNOT BE EXPECTED TO MAKE UP THE DECLINE. FURTHER EVIDENCE OF THIS PROBLEM . . . .

FOOTHILL/DE ANZA COLLEGES ENROLLMENT PROJECTION AND UNIT LOAD FOR SPRING 1980 DISTRIBUTED BY AGE CATEGORIES OF ALL STUDENTS ENROLLED, EXCLUDING STUDENTS ATTENDING BOTH COLLEGES

COLLEGE	AGE CATEGORIES	TOTAL UNIT LOAD	COUNT	AVERAGE UNITS PER STUDENT
FOOTHILL				
	15-19	21,538.5	2078	10.4
	20-24	24,827.0	3463	7.2
	25-29	12,145	2384	5.1
	30-34	6,710.5	1484	4.5
	35-39	4,056.5	1011	4.0
	40-44	2,823.5	729	3.9
	45-49	2,447.5	653	3.8
	50-54	2,055.0	550	3.7
	55-59	1,327.5	422	3.2
	60-64	735.0	241	3.1
	65-69	463.0	168	2.8
	70+	574.5	353	1.6
	TOTAL	79,771.5	13,534	5.9
DE ANZA				
	15-19	28,258.5	3041	9.3
	20-24	37,780.5	6233	6.1
	25-29	15,793.5	3157	5.0
	30-34	10,110.0	2162	4.7
	35-39	6,281.0	1427	4.4
	40-44	4,812.5	1159	4.2
	45-49	3,747.0	947	4.0
	50-54	2,550.5	740	3.5
	55-59	1,725.5	511	3.4
	60-64	1,399.0	477	2.9
	65-69	1,333.0	486	2.7
	70+	3,455.5	1144	3.0
	TOTAL	117,248.5	21,484	5.5

Source: Foothill/De Anza Community College Data Services

. . . IS SEEN IN THE TABLE TO THE LEFT. HERE THE STUDENTS ATTENDING DE ANZA COLLEGE AND FOOTHILL COLLEGE ARE CATEGORIZED BY AGE, SHOWING TOTAL UNITS CARRIED AT A GIVEN AGE RANGE, THE NUMBER OF STUDENTS IN EACH AGE RANGE "COUNT", AND THE AVERAGE NUMBER OF UNITS CARRIED BY A STUDENT IN A GIVEN AGE RANGE. THIS SHOWS THAT GENERALLY AS THE AGE PROGRESSES, THE AVERAGE NUMBER OF UNITS CARRIED DIMINISHES. THE ONLY EXCEPTION BEING THE 70+ AGE RANGE, WHERE AT DE ANZA THE UNITS CARRIED INCREASED. (THIS IS PROBABLY DUE TO THE AGE PROGRAM.)

AT FOOTHILL, 73% OF ALL THE UNITS TAKEN ARE CARRIED BY STUDENTS 29 YEARS OF AGE OR YOUNGER, WHILE 27% OF THE REST OF THE UNITS ARE CARRIED BY STUDENTS 30 YEARS OF AGE OR OLDER. AT DE ANZA 69% OF THE UNIT LOAD IS CARRIED BY STUDENTS 29 YEARS OF AGE OR YOUNGER, WHILE THE 31 % BALANCE IS CARRIED BY STUDENTS 30 YEARS OF AGE OR OLDER. THIS MEANS THAT THE BULK OF UNITS TAKEN AT BOTH COLLEGES IS CARRIED BY THE YOUNGER ADULT (29 YEARS OF AGE OR YOUNGER). IT ALSO MEANS THAT TO REPLACE THE YOUNGER ADULTS' UNIT CARRYING CAPABILITY WITH OLDER (30 YEARS OF AGE OR OLDER) ADULTS MEANS A 3 OR 4 TO ONE REPLACEMENT.

ANOTHER ISSUE IS THE NOTION OF "YIELD RATIO" . . .

FOOTHILL/DE ANZA COMMUNITY COLLEGE'S YIELD RATIO BASED ON SPRING 1980 ENROLLMENT AND COMPARED TO THE 1980 CENSUS TRACT PROJECTIONS OF SANTA CLARA COUNTY FOR THE SERVICE AREAS OF EACH COLLEGE

AGE CATEGORIES	FOOTHILL YIELD RATIO	DE ANZA YIELD RATIO
15-19	21.3	18.9
20-24	29.7	36.6
25-29	12.0	21.8
30-34	9.0	15.1
35-39	9.3	10.5
40-44	8.5	9.3
45-49	8.8	9.8
50-54	7.3	7.5
55-59	5.3	5.7
60-64	11.9	7.7
65-69	9.5	12.1
70+	4.0	19.4

SOURCE: Santa Clara County Planning Department and Foothill/ De Anza Community College District Data Services

. . . WHICH IS THE PERCENT OF STUDENTS ENROLLED IN RELATION TO THE NUMBER OF PEOPLE OF THAT AGE RANGE LIVING IN THE SERVICE AREA OF THE COLLEGE. WHILE IT IS RECOGNIZED THAT SOME OF THE STUDENTS ENROLLED ARE NOT LIVING IN THE COLLEGE'S SERVICE AREA, PERCENT GIVES A REASONABLE "GUESSTIMATE" OF HOW WELL THE COLLEGE DRAWS FROM GIVEN POPULATIONS.

IT IS EVIDENT THAT THE GREATEST DRAW IS FROM THE YOUNGER POPULATIONS, UNDER 30 YEARS OF AGE. THE TWO DIFFERENCES MOST NOTABLE BETWEEN THE COLLEGES IS THAT DE ANZA DRAWS MORE 30-39 YEAR-OLDS, AND MORE 70+ AGED PERSONS FROM THEIR POPULATION THAN DOES FOOTHILL.

TO SUM UP THE INFORMATION SO FAR . . .

SUMMARY OF ANALYSIS

. . . IT WOULD SEEM THAT SEVERAL ISSUES ARE CLEAR FROM THE DATA THUS FAR EXAMINED, THAT IS, AT LEAST UNTIL 1985:

1. THERE WILL BE A DECLINE IN THE NUMBER OF PERSONS IN THE CENSUS TRACT POPULATIONS OF THE COLLEGES AND THEREFORE, IN THE DISTRICT. WHILE THIS DECLINE IS NOT ALARMING, THE REAL ISSUE IS THAT THERE IS A SHIFT IN THE AGE COMPOSITION OF THIS POPULATION, WITH FEWER 0-24 AGE PEOPLE AND MORE PEOPLE IN THE 25-49 AGE RANGE.

2. THERE IS CURRENTLY, AND WILL CONTINUE TO BE A DECLINE IN THE FEEDER HIGH SCHOOL POPULATION THAT WILL BE COLLEGE AGE ENROLLMENT. THIS WILL EVENTUALLY EFFECT THE ENROLLMENT OF YOUNGER ADULTS AT BOTH COLLEGES.

3. THERE IS NO DIRECT OR EQUIVALENT REPLACEMENT POPULATION FOR THIS DECLINE IN YOUNGER ADULTS. WHILE IT IS CLEAR THAT THERE WILL BE MORE OLDER ADULTS, IT IS ALSO CLEAR THAT OLDER ADULTS DO NOT CARRY THE EQUIVALENT UNIT LOAD, NOR DO THEY TEND TO TAKE THE SAME COURSES YOUNGER ADULTS TAKE. OLDER ADULTS ARE NOT REPLACEMENT POPULATION FOR THE YOUNGER ADULTS.

4. THE LIMITED LAND SPACE AVAILABLE FOR RESIDENCES, THE COST OF HOUSING AND THE LAND USE POLICY CONSTRAINTS OF CITY COUNCILS ACTUALLY PRECLUDES ANY SIGNIFICANT MIGRATION OF POPULATION INTO THE NORTHERN AREA OF THE VALLEY.

5. THE POPULATION SHIFT FROM 0-24 AGE RANGE TO THE 25-49 AGE RANGE MEANS THAT A PORTION OF THE STUDENT POPULATION THAT ACCOUNTS FOR 2/3 OF DE ANZA'S TOTAL UNIT LOAD AND 3/4 OF FOOTHILL'S TOTAL UNIT LOAD WILL BE SHIFTING INTO OLDER ADULT RANGES. THIS COULD HAVE AN IMPACT ON THE COURSES AND PROGRAMS THAT ADDRESS THE YOUNGER ADULT.

IF IT IS AGREED THAT THERE WILL BE A DECLINE IN YOUNGER ADULT POPULATION, THEREFORE A DECLINE IN THIS AGE RANGE ENROLLMENT, THEN IT WOULD ALSO SEEM REASONABLE THAT ALTERNATIVE POPULATIONS BE CONSIDERED. IT WOULD SEEM THAT THERE ARE SEVERAL ALTERNATIVES:

1. CONTINUE TO OFFER THE TRADITIONAL EXISTING PROGRAMS OF THE COLLEGES, WITH REPACKAGING OF THE PROGRAMS TO BETTER SUIT THE OLDER ADULT POPULATION.

2. INTENSIFY THE OFFERING OF CONTINUING EDUCATION "TYPE" PROGRAMS, OR THE COMMUNITY SERVICE "TYPE" PROGRAMS, WHERE THE EMPHASIS WOULD BE ON THE ENHANCEMENT OF LIFESTYLE AND GREATER SELF-ACTUALIZATION OF INDIVIDUALS.

3. OFFER A GREATER VARIETY AND MORE OF PROGRAMS PROVIDING SKILLS AND TECHNIQUES NECESSARY FOR AND DIRECTLY RELATED TO A PERSON BEING EMPLOYED.

4. PERFORM TRAINING FOR INDUSTRY OF A GENERAL NATURE. THAT IS, OFFER PROGRAMS OR COURSES DEALING WITH SUPERVISORIAL SKILLS, OR WITH SHORT TERM GENERAL TRAINING PROGRAMS, LIKE BEING A STOCK CLERK.

THE BALANCE OF THIS PAPER EXPLORES THE FOUR ALTERNATIVES OFFERED ABOVE.

THE FIRST ALTERNATIVE ABOVE IS THE NOTION OF REPACKAGING OF EXISTING COURSES AND/OR PROGRAMS TO APPEAL TO THE OLDER ADULT. SINCE THERE WILL BE MORE OLDER ADULTS, AND THE YIELD RATION FOR THE OLDER ADULT IS LOW, THEN IT SEEMS REASONABLE TO TRY TO OFFER A FORM OF DELIVERY THAT WOULD BE BETTER SUITED TO THIS "GROWING" POPULATION.

AT LEAST ONE PUBLIC INSTITUTION SEEMS TO BE SUCCESSFUL . . .

UNIVERSITY OF CALIFORNIA SANTA CRUZ
EXTENSION CATALOG (SUMMER) WITH COURSES
TABULATED BY DURATION OF CLASSES

CLASS DURATION	COUNT	PERCENT OF TOTAL
ONE DAY	19	12%
TWO DAYS(includes weekends)	60	37%
THREE DAYS	17	10%
FOUR DAYS(inc. two weekends)	25	15%
FIVE DAYS	17	10%
SIX TO TEN DAYS	9	5%
OTHER FORMATS	18	11%
TOTALS	165	100%

Source: University of California Santa Cruz, Summer Catalog, 1980.

. . . OFFERING PROGRAMS/COURSES TO OLDER ADULTS, THE UNIVERSITY OF CALIFORNIA EXTENSION - SANTA CRUZ. THE TABLE AT THE LEFT SHOWS THAT NEARLY HALF (49%) OF THE OFFERINGS IN THE SUMMER 1980 CATALOG ARE OFFERED IN EITHER A SINGLE OR TWO CONSECUTIVE DAY SEQUENCE. ONLY 11% OF THEIR OFFERINGS DEVIATED FROM THE PRACTICE OF OFFERING PROGRAMS AND/OR COURSES IN INTENSIFIED SESSIONS FOR A SHORT DURATION.

THE EXTENSION PROGRAMS MANAGEMENT ESTIMATES THAT THE AVERAGE AGE OF THEIR PARTICIPANTS IS ABOUT 40. IT WOULD SEEM THAT NEARLY ALL OF THEIR PACKAGING HAS GONE TO SHORT DURATION, INTENSIVE CLASS SESSION, WHERE THE PARTICIPANTS MEET FROM 1-10 DAYS IN DAILY CONSECUTIVE SESSIONS.

THE REPACKAGING SEEMS TO HAVE REJUVENATED THE EXTENSION PROGRAM, PERHAPS . . .

LIFESTYLE AND MANAGEMENT IMPROVEMENT
AGENCIES IN THE LOCAL SANTA CLARA VALLEY
AREA

AGENCY	LOCATION	SERVICE
HEALTH/COUNSELING		
Ability Processing	Cupertino	Counseling
Annette Martin	Los Altos	Fashion
Creative Life Exchange	San Jose	Career Planning
Christananda	San Jose	Meditation/Yoga
Dean Assoc.	San Jose	School of Massage
Dimensional Mind Approach	Palo Alto	Counseling
ECKANKAR-ECK	Palo Alto	Meditation/Yoga
Getting -in-Touch	Los Gatos	School of Massage
Growth Seminars, Inc.	Los Altos	Self growth
Heartsong	Los Gatos	Wholistic healing
Holistic Health Group	Palo Alto	Health
Increase	Santa Clara	Self growth seminars
Milton Waldman	Los Gatos	Past life regression
Neuropsychic Association	San Jose	Counseling
New Age Center	San Jose	Self growth
Pillars of Promise	San Jose	Self growth
Polarity Health Group	Palo Alto	Health
Radiant Life Center	San Jose	Self growth
San Andreas Counseling Group	Palo Alto	Counseling/health
School of Consciousness	San Jose	Self growth
Solaris Foundation	San Jose	Self growth
Soul Search Foundation	Los Altos	Self growth
T.E.A.	San Jose	Counseling
The Rosecrucian	San Jose	Self growth
Total Image	San Jose	Self growth
Wholistic Healing Consultant	San Jose	Physical/Mental health
MANAGEMENT		
Abdo and Associates	Sunnyvale	Personnel
Louis A Allen, Associates	Palo Alto	Management education
Clinicom Management Services	Santa Clara	Dental Office Management
Cogitan	Palo Alto	Research Consultants
Communi-Speak, Inc.	Palo Alto	Communication Trainers
Dale Carnegie Course	Campbell	Management Seminars
Kines, Clifford	Cupertino	Personnel Management
Modern Management Methods	San Mateo	Management Seminars
Oda International	Palo Alto	Human Resource Systems
Pegasus Institute, Inc.	San Jose	Attitude Assessment
Stern Management Associates	San Jose	Management Seminars
Serafini Associates	Cupertino	Audio-Visual Consultants

. . . A SIMPLE REPACKAGING OF PROGRAMS USING THE UNIVERSITY OF CALIFORNIA, SANTA CRUZ'S NOTION OF INTENSIVE, SHORT TERM DURATION DELIVERY OF COURSES WOULD PROBABLY APPEAL MORE TO OLDER ADULTS, AND THEREFORE, ATTRACT MORE OF THEM TO THE EXISTING PROGRAMS/COURSES.

THE SECOND ALTERNATIVE OF "COMMUNITY SERVICES" OR "CONTINUING EDUCATION" PROGRAMS ARE CONSIDERED IN THIS PAPER TO INCLUDE "LIFE ENHANCEMENT", "SELF-GROWTH", AND "HOW-TO-DO-IT" TYPE COURSES. IN THE PAST FIVE YEARS IN THE SANTA CLARA VALLEY AREA THERE HAS BEEN A REMARKABLE INCREASE IN THE NUMBER OF FIRMS THAT OFFER SEMINARS, OR SHORT COURSES, OR CONSULTANCIES IN THE AREA OF SELF-GROWTH AND MANAGEMENT. THE LISTING TO THE LEFT IS ONLY A SMALL, PARTIAL LISTING OF THE TYPES OF SERVICES AVAILABLE IN OUR VALLEY. MANAGEMENT CONSULTANTS ALONE FILL A PAGE AND A HALF OF THE YELLOW PAGES OF THE TELEPHONE DIRECTORY FOR SAN JOSE! MOST OF THESE ENTERPRISES HAVE BEEN IN EXISTENCE FOR SEVERAL YEARS AND EACH HAS TENDED TO GROW. ONE EXAMPLE IS THE SAN ANDREAS COUNSELING GROUP. THEY OFFER CLASSES IN A MULTITUDE OF HEALTH AND SELF-IMPROVEMENT PROGRAMS. THIS SET OF OFFERINGS IS ANNOUNCED ON A MULTICOLOR GLOSSY BROCHURE WITH QUITE A FEW PAGES, WHERE A FEW YEARS AGO, THE BROCHURE WAS A ONE PAGE AFFAIR. NEEDLESS TO SAY, THE NEED EXISTS. THERE ARE PEOPLE THAT WILL AFFORD MONEY FOR THIS TYPE OF ASSISTANCE.

A THIRD NEED IS THAT OF LEARNING SOMETHING THAT ONE CAN USE TO BE EMPLOYED. A NUMBER OF SCHOOLS OR PRIVATE POSTSECONDARY INSTITUTIONS ARE . . .

PRIVATE POST-SECONDARY INSTITUTIONS IN THE SANTA CLARA VALLEY AREA THAT OFFER CERTIFICATES IN SOME FORM OF OCCUPATIONAL EDUCATION

	1975	1978	1980
NUMBER OF INSTITUTIONS	38	58	-*
NUMBER OF STUDENTS COMPLETING PROGRAMS FOR CERTIFICATES	5342	11196	14022**

Source: Santa Clara County Office of Education, Occupational Education Research
* Not compiled for reporting
** Estimated on the basis of previous growth, as the data being gather for the 1980-81 report suggests.

. . . AWARE OF THIS NEED AND ARE OFFERING COURSES/PROGRAMS/ CERTIFICATES TO MEET THIS GROWING NEED. THE TABLE TO THE LEFT SHOWS A GROWTH IN THE NUMBER OF STUDENTS COMPLETING PROGRAMS AT THESE PRIVATE POSTSECONDARY INSTITUTIONS (HEALD, CONDIE, ANDON, ETC.) IT IS EVIDENT THAT A NEED EXISTS AND CONTINUES TO EXIST. IS THERE A MARKET FOR WHAT IS BEING . . .

EMPLOYMENT AND GROWTH RATES BY INDUSTRY
1976, 1980, 1985 FOR THE METROPOLITAN
SANTA CLARA VALLEY AREAS

INDUSTRY	NUMBER OF EMPLOYED INDIVIDUALS			ANNUAL AVERAGE GROWTH RATE	
	ACTUAL 1976	PROJECTED 1980	PROJECTED 1985	76-80	80-85
Total, All Industries	536200	678400	794600	6.6	3.4
Agriculture, Forestry and Fisheries	10900	11900	12500	2.3	1.0
Mining	100	100	100	0	0
Construction	21600	28500	31300	8.0	2.0
Manufacturing	168500	225200	272100	8.4	4.2
Durable Goods	141200	196900	241800	9.9	4.6
Fabricated Metals	10600	12500	13800	4.5	2.1
Nonelectrical Machinery	32000	49000	67300	13.3	7.5
Electrical Equipment and Instruments	67700	100500	124000	12.3	4.7
Transportation Equipment and Ordnance	25100	26700	27200	1.6	0.4
All Other Durable Goods	5800	8200	9500	10.3	3.2
Nondurable Goods	27300	28300	30300	0.9	1.4
Food and Kindred Products	14100	13200	13100	-1.6	-0.2
Canning and Preserving	9200	8000	7600	-3.3	-1.0
Other Foods	4900	5200	5500	1.5	1.2
Paper, Printing and Publish.	7200	8500	9500	4.5	2.4
All Other Nondurable Goods	6000	6600	7700	2.5	3.3
Transportation, Communications and Utilities	21200	24000	26300	3.3	1.9
Trade	104200	132500	158200	6.8	3.9
Wholesale Trade	20200	27400	33800	8.9	4.7
Retail Trade	84000	105200	124500	6.3	3.7
Gen. Merchandise Stores	13800	18000	21500	7.6	3.9
Eating and Drinking Places	24200	30900	37600	6.9	4.3
All Other Retail Trade	46000	56200	65400	5.5	3.3
Finance, Insurance and Real Estate	23300	29100	33600	6.2	3.1
Services	167100	206900	238500	6.0	3.1
Misc. Business Services	29300	43400	55700	12.0	5.7
Medical and Other Health	33500	40100	47300	4.9	3.6
Education	52300	54700	55400	1.1	0.3
All Other Services	52000	68700	80100	8.0	3.3
Public Administration	19200	20100	21800	1.2	1.7

Source: Projections of Employment by Industry and Occupation: 1980-1985, San Jose Standard Metropolitan Statistical Area, State of California Employment Development Department, Employment Data and Research Division, 1979

. . . OFFERED TO THESE STUDENTS IN THESE INSTITUTIONS? THE TABLE TO THE LEFT IS A COMPILATION OF EMPLOYMENT AND GROWTH RATES BY INDUSTRIES IN THE SANTA CLARA VALLEY. WITH THE EXCEPTION OF CANNING AND FOOD PRODUCTS, ALL OTHER INDUSTRIES SHOW AN EMPLOYMENT GROWTH. IT IS IMPORTANT TO NOTE THAT THE GROWTH RATE WILL SLOW IN THE FIVE YEAR INTERVAL FROM 1980-1985, BUT IT STILL SHOWS GROWTH. WHILE THIS TABLE SHOWS INDUSTRIAL EMPLOYMENT GROWTH, THE QUESTION OF WHICH OCCUPATIONS WILL OFFER THE MOST ANNUAL . . .

OCCUPATIONS WITH THE GREATEST NUMBER
OF AVERAGE ANNUAL JOB OPPORTUNITIES
SANTA CLARA METROPOLITAN COUNTY AREA
1980-85

OCCUPATION	1980 EMPLOYMENT	AVERAGE ANNUAL JOB OPPORTUNITIES	JOB OPPORTUNITY RATIO
Total, All Occupations	678,400	44,372	6.54
Other Managers, Administrators	41,373	3,022	7.30
Secretaries, Other	32,479	2,944	9.06
Sales Workers, n.e.c.	38,201	2,937	7.69
Assemblers	23,084	1,892	8.20
Engineers, Electrical	18,163	1,082	5.96
Bookkeepers, Account Clerks	13,381	904	6.75
Miscellaneous Clerical Workers	6,215	845	13.59
Cashiers	9,417	834	8.85
Accountants	10,917	802	7.35
Blue Collar Worker Supvr. n.e.c.	14,125	759	5.37
Janitors and Sextons	11,292	734	6.50
Checkers, Examiniers, etc. MFG.	8,904	693	7.79
Cooks, EXC. Private	7,853	651	8.29
Waiters, Waitresses	9,171	608	6.63

Source: Projections of Employment by Industry and Occupation: 1980-1985,
San Jose Standard Metropolitan Statistical Area, State of California
Employment Development Department, Employment Data and Research Div.
1979.

. . . GROWTH? THE EMPLOYMENT DEVELOPMENT DEPARTMENT HAS PROJECTED THE JOBS MOST IN DEMAND AND HAVING THE GREATEST NUMBER OF OFFERINGS FOR THE FUTURE, THAT IS, 1980-85, WITH THE EXCEPTION OF THREE CATEGORIES, ALL THE JOBS ARE NOT USUALLY ASSOCIATED WITH FOUR-YEAR DEGREES. THE JOB OPPORTUNITY RATIO SHOWN IN THE RIGHT HAND COLUMN IS SIMPLY A PERCENT RATIO OF OPPORTUNITIES TO TOTAL EMPLOYMENT. IT IS CLEAR THAT MISCELLANEOUS CLERICAL WORKERS, SECRETARIES, COOKS, AND ASSEMBLERS ARE IN DEMAND AND WILL CONTINUE TO BE IN DEMAND FOR THE NEAR FUTURE.

IT IS CLEAR THAT THERE IS A NEED FOR THE DIRECT EMPLOYMENT OCCUPATIONAL TRAINING, AND THERE ARE STUDENTS WHO WILL ATTEND SUCH PROGRAMS.

THE FOURTH ALTERNATIVE IS THE GENERAL TRAINING REQUIRED BY INDUSTRY.

. . . THE SANTA CLARA VALLEY. WHILE THERE ARE NO DEMOGRAPHIES IN THIS AREA, THERE ARE AT LEAST INDICATIONS OF A NEED. THIS ALTERNATIVE REFERS TO TRAINING IN GENERALLY NEEDED AREAS, RATHER THAN THE SPECIFIC TRAINING NEEDED BY A SINGLE COMPANY. FOR EXAMPLE, THERE IS A NEED FOR "STOCK CLERK" TRAINING. HOWEVER, SUCH TRAINING WOULD BE 40-80 HOURS OF TRAINING IN ORDER TO PROVIDE THE BASIC SKILLS NECESSARY FOR EMPLOYMENT AND THIS IS FAR LESS THAN WHAT IS NORMALLY ASSOCIATED WITH CERTIFICATE PROGRAMS, A SHORT PROGRAM OFFERED TO ALL THE INDUSTRIES NEEDING STOCK CLERK TRAINING WOULD FALL INTO THE ABOVE CATEGORY. ANOTHER NEED IS SUPERVISORY TRAINING, WHICH WOULD ALSO COME INTO THE CATEGORY OF SHORT DURATION, INTENSIVE OFFERING TO INDUSTRY. THESE EXAMPLES ARE GIVEN TO EXPLAIN WHAT IS MEANT BY "TRAINING FOR INDUSTRY". THERE IS NO INTENTION THAT THIS REPORT PROPOSES THAT THE COLLEGES TAKE OVER ALL TRAINING FOR A COMPANY. THERE IS A MARKET FOR THIS NEED BUT AN ASSESSMENT PROGRAM IS NEEDED TO DETERMINE FOR WHAT AREAS THE NEED EXISTS.

CONCLUSION

THIS REPORT HAS NOT DISCUSSED THE COMPETITION IN THE MARKETPLACE FOR THE ALTERNATIVES SUGGESTED. CERTAINLY THE DECLINE IN YOUNGER ADULTS WILL THROW THE COLLEGE'S TRANSFER PROGRAMS INTO DIRECT COMPETITION WITH THE FOUR-YEAR DEGREE INSTITUTIONS, AND THERE IS EVIDENCE CURRENTLY AVAILABLE THAT INDICATES THERE WILL BE A STRUGGLE FOR STUDENTS BETWEEN 2-YEAR AND 4-YEAR INSTITUTIONS.

WHILE ONE MAY FEEL THAT THE "OCCUPATIONAL" PROGRAM COMPETITION IS WITH THE PRIVATE POSTSECONDARY INSTITUTIONS, BE AWARE THAT THE UNIVERSITY OF CALIFORNIA, SANTA CRUZ EXTENSION OFFERS FIVE "CERTIFICATE" PROGRAMS RIGHT NOW: HUMAN RESOURCE MANAGEMENT, LEGAL ASSISTANTSHIP, GRAPHIC ARTS, ALCOHOL ABUSE AND TRAVEL AGENTRY. THE STATE UNIVERSITIES IN THE AREA ALSO OFFER A CERTIFICATE IN MANAGEMENT. THIS INDICATES THAT THE TRADITIONAL BOUNDARIES ARE BEING EXCEEDED, AND THAT THE "BODY GAME" IS ALIVE AND WELL IN THE BAY AREA.

IT IS CLEAR THAT THE YOUNGER ADULT POPULATION WILL DECLINE. IT IS ALSO CLEAR THAT THERE WILL BE MORE OLDER ADULTS. IT IS CLEAR THAT COMPANIES IN THE SANTA CLARA VALLEY ARE IN NEED OF EMPLOYEES. IT IS ALSO CLEAR THAT IN SOME OCCUPATIONAL AREAS THERE JUST AREN'T SUFFICIENT TRAINING PROGRAMS TO MEET THE INDUSTRIAL DEMANDS FOR EMPLOYMENT.

THE COLLEGES ARE LIKE THE STOCK INVESTOR WHO HAS AN OPPORTUNITY TO "DIVERSIFY HIS/HER PORTFOLIO" AND WONDERS WHICH STOCK WILL BE A WINNER. THE FIRST STEP THE INVESTOR TAKES IS DECIDING IF HE/SHE WISHES TO BE A "PRUDENT" INVESTOR AND DIVERSIFY. IF THAT DECISION IS AFFIRMATIVE, THEN THERE IS SUFFICIENT EVIDENCE THAT DEVELOPING ALL THE AFOREMENTIONED ALTERNATIVES WILL PROVIDE MORE BODIES THAN EITHER COLLEGE CAN HANDLE.

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